

HDCS OUTLOOK

SPRING 2015 HDCS NEWSLETTER

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ALUMNUS WINS EVERYDAY HEALTH AWARD FOR INNOVATION

By Marilyn Jones

Rachel Francine, Co-Founder and CEO, SingFit Entrepreneur Rachel Francine, and alumnus of the University of Houston (M.S. Foresight, 2009), was selected for the Everyday Health Awards for Innovation, Healthy Aging category. The Everyday Health Awards for Innovation honor the latest

technologies and services dedicated to improving overall health and wellbeing. Finalists were chosen from a panel of expert judges and the winners were selected through a combination of those judges and popular online votes. The Audience Favorite was determined by votes cast at Awards. DigitalHealthSummit.com. (continued on page 2)



Rachel Francine

UH STUDENTS WIN BIG AT 2015 TEXAS CAREER DEVELOPMENT CONFERENCE

By Brooke Orbuch

Four students from the UH College of Technology's Retail and Consumer Science Program are one step closer to taking the business world by storm after receiving top honors at the Texas Collegiate DECA competition in Austin. The winning students are:

- Grace Brann—third place in Professional Sales
 - Ami Hazel—first place in Professional Sales
 - Michael Dinh—first place in Marketing Management
 - Khiet Lam—third place in International Marketing
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Pictured left to right: Ami Hazel, Michael Dinh, Kathy Walton (Collegiate DECA, Texas State Advisor), Khiet Lam, Grace Brann

ALUMNI EMILY EMPEL JOINS IDEA COUTURE

By Andy Hines

Recent Foresight alumnus Emily Empel has accepted the Co-Head of Strategic Foresight position for Idea Couture. Idea Couture is a strategic innovation and design firm in Toronto, Canada. Empel leaves her Workforce Futurist position at the Walt Disney Company, where she had been actively involved in expanding the

company's foresight and trends practice. She is particularly excited to make the transition from the corporate world into the wider world of futures consulting with Idea Couture.

Professional Contact Information for Emily is as follows

Twitter – @localrat

E- mail – eempel@ideacouture.com

LinkedIn – Emily Empel



Emily Empel

INNOVATION

(continued from page 1)

The winners were honored at a live award ceremony at the Digital Health Summit, presented by Living in Digital Times, at the 2015 International CES®, in Las Vegas, January 6-9.

Francine's company, invented SingFit PRIME, a music therapist designed cognitive and physical stimulation program that incorporates singing, movement, trivia and reminiscence for a fully engaging mind/body workout. SingFit PRIME is powered by a unique mobile app that digitizes the evidenced based speech therapy technique of Lyric Cuing to make a fully immersive, social singing experience possible at a low cost to achieve therapeutic goals. Currently administered in more than 60 senior-living communities, staffers report that residents with dementia experience elevated mood, decreased agitation, decreased wandering and increased quality of life when they participate regularly in a SingFit PRIME group or an individual session.

Rachel earned her undergraduate

degree in literature from State University of New York at Purchase, with the vision of becoming a writer at an alternative weekly newspaper. But, she altered her course when the dot.com bubble expanded in the late 1990's, working for a tech startup on a ten-year journey, riding the bubble until it burst. Through a series of other career transitions, an eventual spiritual journey to Australia, she realized that her dream was to do bigger things to do work that allowed her to influence the future on a grander scale and make long-term change for the better. Her discovery of the University of Houston's Future Studies program (renamed Foresight) proved to be the perfect launching pad for her goals.

Never having worked in healthcare or the medical field was a big learning curve, but upon reflection, Rachel already had the seed for the idea planted. Her dad invented the idea of a portable music maker in the 1960's before audio technology became mainstream. Although, her brother who is co-founder, worked as a music therapist, neither had an in-depth

medical or healthcare background, which was a big learning curve.

"I knew it would be tough to find a job that matched what I felt was my mission in life," Rachel said. I wanted to figure out how to build a profitable business, yet be successful at doing something good for humankind, and create great change that benefits society. I chose the University of Houston to learn about how to create transformative change by going beyond visioning and focusing more on practical application. When people come together from different career perspectives, the possibilities for creating change become more realistic. This is an important distinction about the UH Foresight program - how to apply the principles in real life."

What is Francine's advice to budding entrepreneurs? Consider graduate education as a means of elevating your stature, seriously think about the future; pick something that you really believe in to work, and be willing to commit at least 7 years to your venture.

CONGRATULATIONS TO SUMMER AND FALL 2014 GRADUATES

By Andy Hines

The Foresight program would like to acknowledge graduates from the fall and summer semesters of 2014. One of the challenges of being full-time faculty with the program is getting closer to the students – only to have them leave. That is the goal of the program, of course, but it is a little sad nonetheless. The esprit d 'corps of our community is a strong and attractive feature of the program.

The veteran of the group is Heather Schlegel, who joined the program in the spring of 2010. As sometimes happens too many of our part-time students, we almost lost her when she took a job with Swift for a year. Schlegel came back and finished, despite a huge tug from the media for her views on the future. Among her many accomplishments while in the program was when she won the 2012/13 APF Student Recognition Award for "Success: The Human Problem."

April Koury joined the program in the fall of 2012. She was a Graduate Assistant for a year, which means she played a prominent role in the lives of fellow students. Koury helped me a great deal on getting the Houston Futures website and blog in good order. She also completed an internship with Christian Crews of Andspace before graduating.

Now on to the cohort, the class

of the spring of 2013: D'Shaun Guillory, Karl Irish, Mackenzie Dickson, and Laura Schlehuber. Not only did they come in together, but they stuck together throughout their time in the program. I still have an image of this group, and a few others, huddled together at a table at an APF conference. I'm proud of them for that. We preach the value of getting involved with the professional futurist community, and this group took the challenge. It showed up in the internships they got, Dickson going to Paris to intern with Riel Miller and UNESCO, Irish and Guillory with Alternative Futures Associates (aka Institute for Alternative Futures). Guillory also did one with the Copenhagen Institute for Futures Studies, and Schlehuber with Andspace as well as with Stephen Aguilar-Milan and EUFO.

Alex Clouse is the first graduate from the fall of 2013. It is quite amazing that she finished in two years! Very few have been able to manage this. It takes an incredible amount of discipline to manage a full-time load for that period of time and not have your head explode!

I should also note that Koury, Dickson, and Schlehuber were part of the Student Needs 2025+ research team. I am hoping we can do more of these kinds of projects and I appreciate their involvement. Congratulations alums and keep in touch!



Heather Schlegel



April Koury



Mackenzie Dickson



Alex Clouse



D'Shaun Guillory



Karl Irish



Laura Schlehuber

WELCOME TO THE NEW FORESIGHT PROGRAM STUDENTS

By Andy Hines

On January 2015, eight new students started at the Foresight Program, we would like to give them a warm welcome and wish them a lot of success on this new stage of their professional lives.



Khaliah Johnson

Khaliah Johnson is a first year student in the Foresight program. In December of 2014, she received a Bachelor of Arts in Liberal Studies from the University of Houston. Her concentrations were beverage mgmt. & mktg., global business, PR & advertising, and global & international studies. She is interested in improving the future of the global alcohol market by creating innovative strategies through product and service implementation. She currently works in beverage marketing doing consumer behavior research, and

conducts an occasional wine tasting as a blossoming sommelier.

Joe Murphy is a librarian and library futures consultant in the Bay Area with his small Italian Greyhound. Joe was formerly a Science Librarian at Yale University and a Director of Library Futures with a leading library software company (Innovative). This is Joe's second master's degree,



Joe Murphy

he earned a MLISc from the University of Hawaii and studied Physics as an Undergrad. Joe grew up in NY and has lived in LA, NY, Hawaii, NV, and Connecticut. Joe has presented on future directions for libraries around the globe and the US.

Greg Turner is the President of TurnerDuran Architects, LP, a Houston-based company he founded in 1984. The firm



Greg Turner

specializes in projects for institutional and corporate clients, and consistently ranks among the top firms in Texas. He has a Bachelor degree in Architecture and Design, and also a Master of Architecture, both from MIT. Greg is a returning UH alumni, he got an MBA degree from Bauer Business School.



George Paap

George Paap lives in Austin but works in San Antonio. He graduated from the University of California with a degree in Physics. Now he is a Manager on Decision Science Analytics at USAA. He is looking forward to his studies in

Foresight as it looks at much longer horizons than are typical in company strategy and will help the program identify disruptive opportunities and threats. He plans to move towards a strategy/innovation role within USAA.



Will Williamsom

Will Williamsom currently works as a manual lathe machinist and millwright, which is, in essence, an extremely precise metal worker. He enjoys everything creative about what he does, but he does not want to make a career of it, as it is extremely dangerous work. His background is in psychology with neuroscience and behavioral analysis focuses. He would like to move into a career space which might use behavioral analysis and foresight in concert. He assigns a tremendous amount of value to strategic decision making, and the program is excited to make

FACULTY AND ALUM ALEX WHITTINGTON PUBLISHES "FAMILY VACATION 2050"

By Andy Hines

Adjunct Faculty and alum Alexandra Whittington just had an article — "Family Vacation 2050" — published in a special issue of Tourism Recreation Research journal on "The Journey to 2050." Incidentally, this special issue was co-guest-edited by Albert Postma, who attended our week-long certificate course in Brussels, Germany last year.

The article identifies major technological and social uncertainties relevant to the future of family travel and explores them using the deductive 2x2 matrix scenario process. The four scenarios offer possibilities that

contain specific opportunities, threats and challenges to the family travel industry in 2050. Key change drivers include the demographic growth of unmarried, unattached, non-cohabiting individuals ("singletons") and the availability of technologically advanced virtual reality consumer experiences.

It is great to see Whittington in print. In addition to teaching two undergraduate classes for the program, she is the program manager for the week-long certificate program in her spare time.



Alexandra Whittington

the most of this opportunity to culture an understanding of foresight.



Katie King

Katie King is a proud USC alumna with a degree in journalism. Nowadays she is a middle school English teacher, who is interested

in the future of education. Her current interest in that sphere is the future of learning spaces and schedules. She is a native Houstonian who now lives in Humboldt County, CA. This is her first official semester on the program.

Maria Romero was born in Valencia, Venezuela and moved to Caracas to get her bachelor's degrees in Sociology at Universidad Central de Venezuela, the biggest public university of the country and another in Communications at Universidad Católica



Maria Romero

Andrés Bello, a top private catholic university. She has worked on several fields from a multinational consumer goods company to technology and digital advertising startups, always being related to marketing, strategy and research

positions. Currently she is a full time student and the GA for the program.

Brenda Chacon (not pictured) is a native San Antonian, she attended the University of the Incarnate Word, a private catholic university. She received her BBA in History. Her favorite historical era is the Civil War. And she currently works for USAA as a Consumer Loan Rep. She is also a very proud mother of 5 kids, all adopted. The oldest one is 34 and the youngest one is 18.

ARUP FUTURIST CHRIS LUEBKEMAN VISITS WITH FORESIGHT PROGRAM



Chris Luebkehan

By Andy Hines

Futurist Chris Luebkehan, Arup Fellow and Global Director, who established the foresight group with the firm, visited Houston Foresight program classes during the spring semester. In 1999, Luebkehan joined Arup as the Co-Director for Research and Development. A couple of years later, he formed the Foresight, Innovation and Incubation team, which has evolved to its present form as Foresight + Research + Innovation.

Luebkehan talked to students about his career and his experience in starting the foresight unit. He also shared what he has learned along the way of doing foresight work at Arup for over a decade. His background includes bridge design, which led him to a "Home of the Future" project at Massachusetts Institute of Technology, and later launched him over to Arup. It is interesting to note the incredible variety of backgrounds that futurists come from. A common denominator, Luebkehan suggested, is the characteristic of "infinite curiosity."

He offered a lot of useful advice to students based on his experience. For instance, he suggests it is important to "figure out the context in which you thrive; is it alone, in teams, consulting, managing people?" He found his niche with Arup with the initial small team of five people devoted to foresight, and operating under the radar. They started driversofchange.com which has continued to thrive today. It is a great workshop tool. Luebkehan found that in using it in workshops across the world, the same themes kept emerging. They also factored in a STEEP lens and used it to identify issues for the group. Very detailed research was also done on the drivers. The group would dig into the original research rather than rely on secondary reports on it, mainly to make sure the data was right. Every idea has a pedigree and it is good to acknowledge this.

All learning styles were addressed, as a key to success is to "find the entry point." It is about changing people's minds. A way to think of internal customers is some love you, some do not like you, and most are indifferent.

At the same time, you need to be able to speak the language of the hard-line business person.

Eventually, as the group became successful, the foresight unit emerged from under the radar. Internal groups started raising questions about what the unit did. This brought home the point about how important it is to "know your stock value." How are you being of value in the organization? Luebkehan collects anecdotes, as he goes, to help demonstrate value, e.g., "that project was instrumental to us for launching..."

The key job in foresight work is to help others understand the context of tomorrow. Luebkehan's visit was an excellent infusion of "real-life" foresight that surely the students will carry with them on their future journeys.



John Smart (top) speaking with attendees at the Houston Foresight Spring Gathering 2015.

RECAPPING THE 2015 HOUSTON FORESIGHT SPRING GATHERING

By Andy Hines

The annual Houston Foresight Spring Gathering held April 17-18, 2015 was the perfect mix of fun, networking and learning -- our brains hurt, but in a good way! Alum John Smart spoke about "Technology Acceleration" and essentially provided a sneak preview of a summer elective he is teaching (also called "Technology Acceleration." A foundational concept for the day was Smart's concept of "Evo devo" (evolutionary development). Indeed, Social Change students would recognize that each

is normally covered separately -- Smart has blended them together.

Smart is a genuine polymath, referencing dozens of books throughout the day -- it seemed there was not a topic that came up for which he could not supply a "go to" reference. He sees infotech and nanotech as the key drivers of technology acceleration. Smart suggested that nanotech is the engine driving developments in infotech. They are able to grow at a much faster rate than biotech -- noting the greater constraints on biological systems.

BREAUX TO ASSOCIATION OF PROFESSIONAL FUTURIST BOARD

By Andy Hines

Foresight alum and Adjunct Professor of the undergraduate class TECH 4310: Future of Energy and the Environment, Jim Breaux has been selected to be a part of the Association of Professional Futurists Board. Breaux has been leading APF's Virtual Gatherings for the past three years and is now planning events for later this year. He is a professional engineer and Senior Project Manager in the petrochemical industry and is trained in facilitation, public speaking, quality process and maintenance. Breaux is also an author and contributing editor for project management procedures and guidelines.

Program Coordinator Dr. Andy Hines observed that: "It is a great honor to be selected to the APF Board. Jim has been doing a great job for APF in coordinating Virtual Gatherings, and I am so pleased to see that his efforts have been recognized. It is good for us in the Houston Foresight program to have another faculty member on the Board -- joining Chair Cindy Frewen."

The APF Board consists of nine members who are recommended by the general membership and nominated by the Nominations Committee for final voting by the board. The board is a working board and oversees or is engaged in the operations and leadership of the APF, which remains an all-volunteer organization.



Bottom Left to Right: Ruben Fuentes, Dorothy Sato, Johanna Garcia-Weffer, Jillian Trackwell, Amy Hwang, Ahn Lee
Top Left to Right: Jeff Cameron, Floyd Spencer, Larry Stokes, Dr. Robert Hausmann, Dr. Consuelo Waight
Not Pictured: Kwame Brown, Anastasia Norton and Wendy Shieh

EXECUTIVE HRD PROGRAM HOSTS INDUSTRY LEADERS

The Executive Master in Human Resource Development (ExHRD) is a unique experiential program that develops participants to lead strategy execution by leveraging learning and change from a global perspective. The program enables graduates to leverage learning and change theory, frameworks, tools and techniques that facilitate strategy execution. The program design supports and reinforces the transfer of students' experiences to their organizations and professional fields.

By Consuelo Waight

A core value of the Executive Human Resource Development (ExHRD) program is to create a seamless bridge between the course content and the workplace. During the spring semester leading edge industry professionals with expertise in leadership, learning and change brought concrete, relevant and meaningful learning experiences.

Making a Strategic Pivot through Organization Redesign

Larry Stokes, Senior Vice President of Human Resources at Texas Medical Center (TMC) delivered two lectures on leading change and learning to achieve business results. He brought a wealth of experience and took us through an organization redesign story. His experiences aligned well with the concepts and theories of business decision-making, disruptive innovation, and human capital metrics discussed in class. Stokes personified the business, change and learning continuum through major human capital decisions he has had to make over his diverse career.

A major take-away was the role that data played in the decision making cycle. He shared the emerging trends for human capital metrics in the new era of innovation and commercialization of products and services in the life sciences and

healthcare sectors supported by TMC.

Students noted he personified an inspirational leader.

"His level of care, concern, and respect for his employees was contagious. Larry is a great example of achieving balance between the business, and employee engagement. He showed that a human-centric approach is applicable during difficult business decisions."

New Connections Leading to New Contexts

Congratulations to current student, Jillian Trackwell! Once she learned about TMC she knew she wanted to be a part of the dynamic change. Taking action - she researched, applied, interviewed and is now TMC's new Talent Acquisition Specialist & Human Resource Analyst.

She stated, "This program has helped me grow and flourish more in the past eight months than I ever expected. I have been exposed to so many new topics, templates, and ideas that have pushed me to stretch my limits. Every professor and guest speaker has provided key knowledge that has expanded my thinking, processes and forced me to become number and data driven. Without this program, I would never have been afforded this great opportunity at the Texas Medical Center."

Alignment between Business and Learning

Upon analyzing the maturity of the learning functions in the cohort's respective companies, Henry Flores, Learning Manager for Shell Oil Products was invited to speak to the

cohort about the business, change and learning continuum. His examples provided concrete actions on how to align with the business. Flores stated, "A great learning department generates value: We don't want to be called into business, we ARE fully integrated into the business."

One takeaway for students was when he coached them on how to align with the business. Henry stressed

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"This program has helped me grow and flourish more in the past eight months than I ever expected."

-Jillian Trackwell

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the following points using a bell shaped curve:

- High performers will sustain their own learning; that is why they are high performers. You don't "train" them – you recognize and reward them.

- Low performers (over time) are not the target; even if you pull them to the right on the curve, they are fewer in number and the net performance is just 'average.' Contrary to popular belief – the return on investment here

is quite low.

- Your best bet is to shift the backbone of the company to the right of the bell curve (those who are steady performers). Moving these steady performers just one standard deviation over into the high performing rank, it is a huge payoff. The ROI would be quite substantial.

Current student, Anh Lee, utilized this framework in a conversation with her leadership. She stated, "I was able to use Henry's suggestions on moving the backbone over to a high performance and they love it." The conversation was great because we spoke the same language. My leadership was able to understand my vision. The best part was when they took what I was presenting and represented it as something they want me to do. It was a win!"

Throughout the year the Executive HRD program hosts guest speakers from across the business to explore the business, learning and change phenomena. For more information about the program, please visit www.uh.edu/ExecutiveHRD.

STUDENTS EXPERIENCE 2015 AHRD INTERNATIONAL CONFERENCE

Intro by Jamie Thomas

Students and faculty members from the Human Resource Development programs attended the 2015 Academy of Human Resource Development (AHRD) International Conference in the Americas this semester. The event was held February 18-21, 2015 in St. Louis, Missouri. For some students, this was their first professional conference. Swarna Subramanian gives her first hand account of attending the conference.



HRD students and faculty at the AHRD conference.

Q: What can you tell us about your conference experience from attending the graduate colloquium?

A bunch of Human Resource Development (HRD) giants like Eunsang Cho, Gary McLean, Brad Shuck, Kim Nimon, Toby Egan were also introduced to us. They all shared their recent research interests which paved a way for us to approach them and talk to them. Seeing all of them was exciting and overwhelming.

The graduate colloquium was really an eye opener for me, especially from the paradigms perspective. We had pre-conference classes at the University where we discussed the power point for the conference. The picture of the paradigms in my mind was like a vague picture. The same power point was discussed at the conference colloquium with the HRD scholars giving a lot of real world examples. They discussed how they would approach the subject or how they would form the research questions around the area we were trying to discuss. This is when I began to understand everything is

not singular as it first seemed. Each paradigm is dependent on the other in some way.

Getting to know about the critical science from Egan was useful. He was intense with his views related to the critical perspective. Then we completed an exercise where we formed research questions for a simple example. Nimon helped us with creating a supporting hypothesis for the questions we came up with. It was a good incentive for us.

Q: Can you tell us a little about the symposium portion of the conference? What stood out for you?

Personally, I am very interested in Leadership and career development. So I picked a session on this. I had papers that included women leadership, leadership styles in

Pakistan, leadership and organizational commitment. I do not know if they grouped these sessions to give a perspective on one particular area of leadership, but for me it seemed all the papers merged into a single point and I was able to resonate those papers with my life and thought it was



A view of Old Town Square in Prague, Czech Republic. Photo courtesy of Wikimedia Commons.

EXECUTIVE HRD COHORT TO INVESTIGATE HRD PRACTICES IN PRAGUE

By Consuelo Waight

On May 9th, the Executive Human Resource Development (ExHRD) students will leave for Prague, Czech Republic for one week. During this time the students will investigate human resource development practices with Czech Aeroholding, Sanofi-Aventis, PricewaterhouseCoopers and Learn2Grow. The foci of the students' projects are leadership development, employee engagement, Human Resource (HR) transformation, and talent development and performance management. Students will spend approx-

imately three hours with executives from each company learning about their Human Resource Development (HRD) practices. While visiting Czech Aeroholding, for example, students will meet with the Chairman of the Board and the Human Resource Director. Students will present their project findings on May 27th at the University of Houston (UH) Sugar Land.

In preparation for this trip, students completed HRD 6350 – Foundations of HRD. During the course, students explored HRD in the United States, and Eastern Europe. Students also attended lectures on the history, economics

and education of the Czech Republic at the Czech Museum in Houston. In addition, students completed a cultural assessment and engaged in an in-depth discussion of cultural dimensions related to the United States (US) and Czech Republic. The cultural discussion concluded with emphasis on the individual and the cultural continuum identity. Lastly, students processed several cases on doing business in Eastern Europe and through guest speakers learned about the expatriate experience in Prague.

a revelation to what is going on in this world and how the world should work.

Q: How was the keynote speaker for the conference? Was there anything relevant you were able to take away from the session?

In this session Jane Hart was assigned to deliver the keynote on "The New Frontiers of Learning". She discussed a lot on how the organizations and the people, as such, have moved into technology based learning and

how their learning method has now converted to more of an informal learning. Hart also discussed about different wearable devices and authoring tools.

Overall, I feel enriched with the knowledge I got from the conference. I have a literature review to write about this semester. Following the guidelines from the conference, I think I'll be able to effectively write that down. This experience can lay a solid foundation

for my research writing in the future. It also opened a door to getting to know other new people and even getting to know my classmates a lot better than I did while taking classes with them. I'm so happy to have attended the conference and look forward to more of this kind in the future.

TRAINOR BRINGS REAL WORLD EXPERIENCE TO HRD STUDENTS



Debbie Ramos Trainor

By Estella Gillette

The week of April 13, students in HRD 3340 (20250 and 23180) were treated to a special presentation by Debbie Ramos Trainor, retired NASA astronaut trainer. Trainor is a graduate of the University of Houston –Clear Lake (UHCL) with a Bachelor of Science in Applied Math and a Master of Business Administration (MBA). She has an Associate of Arts degree in Computer Science from San Jacinto College. Trainor recently retired from NASA Johnson Space Center after 30 years of federal service and over 20 years of space flight training experience in the Mission Operations Directorate. She is a training consultant and public speaker.

Trainor spoke about her experience in NASA's

dynamic, complex, and international training program, including as space flight training instructor and then training manager for the first crew of the International Space Station and the two most recent astronaut candidate classes. She discussed the historical and current influences of astronaut training requirements, beginning with the human space flight program requirements of the initial Mercury, Gemini, and Apollo programs in the 1960's. These early programs were all-American endeavors, short missions, precise, with timelines that were constantly worked and reworked, always with a focus on technical training for the astronauts and always with a focus on safety. The programs were costly and politically-driven to succeed.

Today's human space flight program is different, but still costly and politically-driven. The program has had a continuous international perspective since the 1980's, when the Space Shuttle Program began to include crew members who were from other countries, among them Mexico, Saudi Arabia,

Germany, Japan, and Italy. The addition of non-U.S. crew members added the complexity that diversity can bring to an environment that was not previously diverse. The current International Space Program (ISS) is exactly that—a program of 16 country partners in the human space flight program in which the U.S. and Russia are key players. Trainor spoke about her experience and one-year duty assignment in the 1990s at the Gagarin Cosmonaut Training Center in Star City, Russia, where she participated in the coordination of training for the first crews to the ISS.

The training remains very technical, but even in the early stages of the human space flight program, the training curriculum began to evolve beyond technical training to include

teamwork, leadership, and behavioral training, and has now expanded to include other languages and cultural training to accommodate the diverse backgrounds of the crew members, regardless of whether they are all U.S. or an internationally mixed crew. Trainor talked about applying lessons learned from all of the missions and the astronauts' experiences as they returned, including the need for resistance training and using a treadmill while in space to help with the effects of the zero-gravity environment in the spacecraft. She mentioned that astronaut Sunita Williams had actually run the Boston Marathon while she was living in the International Space Station!

As she spoke, Trainor's details about her experience in training the astronauts were very relevant to the objectives of HRD 3340, Introduction to Training and Development. She spoke about the need for organizational strategic planning; conducting needs assessments as new project requirements are identified; the impact of going from a simplistic environment to a complex environment created by the changes in the demographics of the workforce; the need for

HARD WORK PAYS OFF FOR MASTER OF SCIENCE IN HRD GRADUATE

Q: Tell us a little about yourself and your educational background.

There is a joke in India, that we all start off as engineers and then decide what we want to do with our lives. I was no different. I studied computer engineering and went on to work in IT for two years. I went on to do my Master's in Business Administration (MBA) and specialized in Human Resource (HR) and marketing, then went on to work in HR in an IT company in India. Later I pursued the MS in HRD program at the University of Houston. With that, I have developed a deep sense of passion to help people learn and train better.

Q: What is your current position and company?

I work as an Instructional Designer & Senior Consultant in the Education Services group in Landmark Graphics - Halliburton.

Q: How did your MS HRD degree help you become successful?

The HRD program has helped me in more than one way. Besides equipping me with the knowledge I needed to grow in my career, the program, and more importantly the professors, helped me gain confidence to pursue my ambition and to stand up for what I believe in. Working as a graduate assistant for Dr. Consuelo

continuous employee development (after all, astronauts also want to advance in their careers); the need for formal employee performance systems and the need for administration of those systems to ensure that each employee is considered for ongoing employee development or

Waight was an enriching experience. I was not only working on the Learning Management System Blackboard and courses, but I also closely interacted with professors, whose conversations have taught me a myriad of things. It gave me an opportunity to network with people from the industry. Professors like Dr. Waight and Dr. Charles Shaw continue to be my mentors and extend their support whenever I need it. Personally, the HRD program was invaluable to me.

Q: What lessons have you learned that will last in your career?

Work hard, be sincere, and stay humble yet confident. I think these are the simple rules I try to follow and hope that it will last in my career and my life in general.

Q: What would you like to be doing in the next 10 years?

Besides going up the corporate ladder, I hope to contribute towards the amalgamation of technology and learning - innovating new ways to help people train and learn. I would also hope that I can teach and share the knowledge I will gain with students.

Q: What is your advice to students interested in a HRD career?

I can speak for instructional design:

- Stay current with new learning

advancement; and, she spoke about the need for continuous incorporation of lessons learned from the training experiences gained by the astronaut while training or on a mission, as well as by the trainers, thus making NASA, JSC, and the Astronaut Office learning organizations who learn from their



Preethi Krishnamurthy

technologies and methodologies. There are fascinating updates out there that could transform learning

- Think different – the old ways are not always the best ways, always look to be more effective and efficient
- Learn about design – Colors, fonts, spacing seem like simple components, but they have a great impact on how people perceive things.

own experiences. Trainor closed by saying that growing up in Pasadena, TX, she never thought about the career and opportunities she would experience at NASA!



Sydney Dao (left), Collegiate DECA group with Dr. Shirley Ezell and Dr. Marcy Norwood

FASHION BOUTIQUE ENTREPRENEUR INSPIRES RETAILING STUDENTS

By Marilyn Jones

University of Houston retailing and consumer science students from the Collegiate DECA organization, recently visited the boutique of DAO Chloe DAO, in Houston, Texas, where they learned about the challenges tackled by entrepreneurs when developing multiple design lines, opening a brick and mortar retail store, and working through rebranding and a name change.

Sydney Dao, sister of Chloe Dao, inspired the students with the story of Chloe's journey from her beginning as a designer to where she is today. Sydney also shared her own personal journey from working in New York City at a showroom, to managing Chloe's boutique for the past decade. The boutique opened

in 2000 after Chloe's win on Season 2 of Bravo's Project Runway, a reality television show for fashion designers. Chloe sold an exclusive line for QVC from 2007 to 2010.

Impressed by her wisdom and experience, retailing and consumer science students Grace Brann and Orlando Herrera commented. "Sydney made it clear that success will come naturally with hard work and passion," said Brann. "Her philosophy of becoming like a sponge and absorbing the knowledge that surrounds me, will be something that I will carry throughout my professional career," Herrera remarked.

"Sydney made it clear that success will come naturally with hard work and passion," said Brann.

SWIFT CELEBRATES 25 YEARS WITH NEIMAN MARCUS

By Jamie Thomas

Long time Retailing and Consumer Science program supporter and graduate Stacey Swift reached a career milestone this spring. Swift has dedicated her career to working in the retail industry. She recently celebrated 25 years with Neiman Marcus on

March 5, 2015. Swift currently holds the position of Public Relations Manager for the Neiman Marcus Galleria location. Congratulations to Swift and thank you for your continued support of the program.



Stacey Swift (left) and Shelly Bishop at the 2013 Salute to Retail luncheon.

CONFERENCE



Dr. Shirley Ezell (left) with the Collegiate DECA group.

(continued from page 1)

The students left the conference feeling enthusiastic about their futures. "After seeing many of our teammates win, and placing first myself, I am so optimistic about...

being able to land a position to fulfill my career ambitions," said Dinh. "Collegiate DECA certainly serves as a confidence builder, and good practice to take on situations that will lead you along your career path."

The Texas Career Development Conference took place Feb. 19-21, 2015, and was hosted by Austin Community College. The event was sponsored by Texas Collegiate DECA, a division of DECA, Inc. Qualifying participants will be eligible to compete in the International Career Development Conference in Orlando, FL, on April 18-21, 2015.

DECA, Inc. is a not-for-profit student organization with more than 215,000 members in the United States and around the globe. The program prepares student leaders and entrepreneurs for careers in marketing, finance, hospitality and

management by applying skills learned in the classroom to real world situations.

For more information about DECA Inc., please visit the Collegiate DECA website at www.deca.org/college-programs/.

To learn more about the Collegiate DECA chapter at UH and to help send UH students to future conferences please visit the DECA page at <http://sites.tech.uh.edu/deca/>.

CASARES OFFERED POSITION FROM MOVERS AND SHAKERS EVENT



Alheli Casares

assistant buyer and start building my career path.

Q: Have you been working while being enrolled as a student? If so, what's your current position and company?

Yes, I have been working since I was 17, always working retail. After three years of working at a small boutique, while managing my small business, I quit my boutique job to start working for Michael Kors as a stylist. My position is in charge of the interactions with the clients and making sure when they select an item, we have pieces to go with them from head to toe. This is where I have learned the most. From Loss Prevention to floor sets and visuals to analyzing reports, this company has taught me a variety of different things over a course of three years.

Q: Why did you choose to major in Retailing and Consumer Science?

I chose this major because I wanted to get into business but I always knew that I had a sense of fashion and I wanted to have the best of both worlds. Retailing has always been my passion. I started working retail in my first job at a small boutique. Then I created my own business online, through direct clients as well as re-selling in a couple of stores in the north Houston area. After getting the experience in dealing with that boutique, I then realized that I did not want to do in store retail, which was what I thought I wanted to do. Instead I started looking into the corporations of different companies to start as an

Q: How do you think your Retailing and Consumer Science degree will help you become successful?

I think my degree will help me to be successful because it is not just a business content based degree where you just learn about regular business. It is a degree that will help me go forward in the retailing industry. What I like about the degree is it has classes that can be really helpful not only in business and financial areas, but it also has organizational managerial skills, human resources aspects, as well as visuals.

Q: What lessons have you learned in the classroom that will carry into your career?

The merchandising course and all of the basic retail math as well as TECH 3365 Applications of Discrete methods in technology have been useful. The merchandising and the applications of discrete methods of technology are courses students must pay attention to because they are very Excel heavy, They are important too because when you start analyzing reports and looking into data it is important to know the shortcuts of Excel as well as how to efficiently use the program. The internship course was just a great experience that helps students not only to learn more but to also network with different people.

Q: Where do you see yourself in the next 10 years?

I see myself investing in a small e-business retailer where I can carry lots of different non-popular brands of the latest trends. I want to focus my business in social media where I can expand it fast through word of mouth. To me social media is one of the greatest things created, especially its impact on publicity. Having your product spread through Instagram is one of the most amazing ways to showcase an e-boutique because of the ability to market it for free, in some cases.

Q: What is your advice to students interested in a Retailing and Consumer Science career?

My advice to students is as soon as they get in their careers to start figuring out what part of retail they would like to do, corporate or in store. It was very important for me to go to multiple career fairs, because you

STUDENTS TALK RETAIL AT HISD CAREER EXPO

By Jamie Thomas

Even though the sky was overcast, Collegiate DECA members arrived at the third annual "When I Grow Up" career expo on April 11, 2015 with smiles on their faces. The University of Houston students attended as part of outreach efforts for the Retailing and Consumer Science program. Houston Independent School District (HSID) hosted the annual event with an estimated 5,000 in attendance

do not necessarily go to get hired, especially if you are a sophomore or junior. You go figure out what you like about each company and make an impression on them. Attending the Movers and Shakers event was what got me my post-graduation job as an assistant buyer for the corporate office of Academy Sports and Outdoors.

Q: How did you prepare for the Movers and Shakers event? How many companies did you interview with? What position did you decide to take and with what company? Why?

Movers and Shakers is the best event that the College of Technology can offer. The program brings students career opportunities that will last a life time. This semester was the only semester I attended since I will be graduating in May. My preparation was simple and stress free. Before

this year. The event was open to students, parents, and community members. "I am certain that our students and parents alike left the Expo with a great deal of knowledge gained about many career and educational opportunities that they may have not have fully

interviewing with the companies, I did research on the positions they were hiring for and figured out where their headquarters were located. I knew some companies required you to work on the floor as an assistant manager, then as a manager and then jump to the corporate office. I was not opposed to this but my goal was to jump straight to the corporate office.

During the event, I took any open spot to interview with any company, even if the company was not my first choice. These opportunities helped me to practice for interviews and learn a little bit more of companies for future jobs. For the second round of interviews I realized, out of all the students who interviewed at Movers and Shakers, only three including myself were selected for the assistant buyer position. We moved to a



DECA members (from left) Asia Alvarez, Kayla Cline and Orlando Herrera at the expo.

understood or were unaware of before this experience," said HISD Career and Technical Education Manager Dana Sturdevant.

second interview where we competed with two students from Texas A&M University, one from Rice and one from the University of Texas in Austin.

Getting selected was something I worked hard for and prepared myself for. I felt proud to represent The University of Houston and the College of Technology in general. I decided to take the job as an assistant buyer for Academy because it was the position I wanted to do in the first place. I read a little bit more about Academy and I realized it was a company where I could see myself working.

RETAILING PROGRAM HOSTS ‘MOVERS AND SHAKERS’ EVENT



By Marilyn Jones

The University of Houston Retailing and Consumer Science (RCS) Program hosted the annual Movers & Shakers event, “Retailing Revolution,” at the University of Houston main campus, in the Isabel C. Cameron building, Wednesday, February 18. This event provided students the unique opportunity to interview for internships and permanent positions, and to attend informative sessions that highlighted retail industry leaders who shared insights regarding the future of retailing.

While the morning session was dedicated to students who interviewed with participating companies, all UH students and guests attended afternoon sessions featuring:

- David Peck, CEO/Creative Director of David Peck USA
 - Dennis Witte, Senior VP-Regional Director of Stores, South Central Region, Macy’s
 - Frank Brown, Area Manager, Buckle
- The Movers and Shakers event benefits the Merchandising Star Endowment for the Retailing and Consumer Science Program, which provides scholarships and support for the degree program.



Top: Students interviewing with companies at the annual Movers and Shakers event.

Bottom left: A representative from Men’s Wearhouse gave male students tips on dressing to impress for job interviews at the Interview Training Day previous to the Movers and Shakers Event.

Bottom Right: Dennis Witte, SVP-Regional Director of Stores, Macy’s, speaking with students.

ELESTWANI RECEIVES COT RESEARCH AWARD

By Jamie Thomas

With encouragement from Master of Science in Global Retailing faculty members, graduate student Sami Elestwani participated in the College of Technology’s Graduate Research Day on April 24. His thesis presentation, titled “Transfer Effect of Trust, Satisfaction and Loyalty Link”, earned him second place at the event. Elestwani’s research focused on the effects of information and communication in the retail world.

According to Elestwani, “The purpose of [the] study was to investigate the effect of consumer trust in information and communication technology on the trust, satisfaction, and loyalty that customers develop with e-contact centers and to provide an integrated model to assess the effect of a trust-satisfaction-loyalty link to e-contact centers on the formation process of their loyalty to retailers.” Congratulations on this honor!



Left to right: Dean William Fitzgibbon, Sami Elestwani, and Dr. Rupa Iyer

GARZA RECEIVES NAPA SCHOLARSHIP

By Jamie Thomas



Amanda Garza and Mike Lawrence, Talent Specialist for NAPA

Master of Science in Global Retailing graduate student Amanda Garza was the recent recipient of a NAPA scholarship. Garza is the President of the University of Houston’s Collegiate DECA chapter and one of DECA’s supporters in NAPA. According to NAPA’s website, they are the sole sponsor of the national DECA Vehicles and Petroleum Marketing contest event. The event focuses on the sales, marketing, management and business skills of students and scholarships are offered to the contest winners each year.

This year’s scholarship winners were recognized at the NAPA Scholarship Winner Dinner held during the Collegiate DECA International Career Development Conference in Orlando, FL, April 18-21. “I feel privileged to be awarded this scholarship by an organization that values entrepreneurship goals and leadership skills. It has encouraged me to continue my growth in these areas,” Garza said of receiving the award.

SHARK TANK COMPETITION CONTINUES TO BRING INNOVATIVE IDEAS

By Jamie Thomas

The Global Retailing Master’s program in the Department of Human Development and Consumer Sciences continues to showcase students in its multi-media course Regional Retail Markets. The course is co-taught by David Rioux, Executive from Univision, and Dr. Shirley Ezell, Graduate Coordinator for the Global Retailing program. Graduate students presented innovative retail brand extension business plans for US retail companies entering four select foreign countries.

Four teams of students competed for recognition of their successful business plans judged by Houston Executive Shark Tank members. The

teams focused on taking three department stores, Macy’s, Dillard’s, and Neiman Marcus, and one discount store, Family Dollar, into foreign markets. The winning team created a business plan with a joint venture between Neiman Marcus and Taj, a luxurious brand group in India. Their plan also included merging American, European, and local, high-end Indian designers. At the end of the competition, shark awards were given for the successful Global Retailing teams.



Global Retailing graduate students with Dr. Shirley Ezell (left) and David Rioux (back left).

COMMUNITY LEADERS TO BE HONORED AT SALUTE TO RETAIL LUNCHEON

By Jamie Thomas

The sixth Salute to Retail Luncheon will be held November 17, 2015 at the River Oaks Country Club. Proceeds from the Salute to Retail Luncheon event will benefit the programs that prepare University of Houston (UH) College of Technology graduates for retail and consumer science careers. During the luncheon, several of the city of Houston's retail leaders -- both UH alumni and friends -- will be recognized for their contributions to the industry.

Established in 2004, by Rose Cullen and UH, the Merchandising Star Award Endowment provides funds for Retailing and Consumer Science (RCS) undergraduate and graduate student scholarships, continuing education programs, and program and student enrichment. Since its inception, eight

Retailing and Consumer Science undergraduate students have received scholarships. Creation of the Global Retailing Master of Science program in 2013 has increased the need for scholarship funding.

For more information or to reserve tickets or a table, contact Vernon King, veking@central.uh.edu, the College of Technology's Director of Advancement.



Retailing and Consumer Science students attending the 2013 Salute to Retail Luncheon at River Oaks Country Club.

HRD NETWORKING OPPORTUNITY COMING TO CAMPUS

By Jamie Thomas

The Association of Training and Development (ATD) Young Professional's group is hosting a session on "Words of Wisdom to a New Professional." The event takes place Tuesday, May 26th, 5:30-8:00 p.m. at the University of Houston in the Isabel Cameron Building, Room 103. Human Resource Development

(HRD) students are encouraged to take advantage of this local networking opportunity.

Some of the learning objectives include:

- Best practices and tips for beginning a new job in the Talent Development field
- Gain tips and advice for the best way to professionally develop yourself without going broke or losing a social

life

- Understand some of the common obstacles in the life of a training professional and learn ways to overcome them the first time around

To learn more about the event, please visit <http://www.tdhouston.org/event-1856087>.

Outlook is published by the Human Development and Consumer Sciences Department as a means of informing the HDCS community about departmental and campus news.

HDCS Office
713.743.4110

ENDOWMENT OPPORTUNITIES

Contribute to our permanent endowment, which supports student scholarships and program enrichment. To find out how you can help, contact Vernon King at veking@central.uh.edu. Your contribution entitles you to a tax deduction and provides long term support for HDCS and student scholarships.